21世纪最有价值的未来学读本

获选《商业周刊》最佳商业书籍

《长尾理论》作者克里斯·安德森

比尔·盖茨接班人、微软首席架构师雷·奥兹

重磅推荐！

不论世界是平的还是弯的，未来一定是湿的！

[美] 克莱·舍基（Clay Shirky） 著 胡泳 沈满琳译

无组织的组织力量

未来是湿的

Here Comes Everybody

The Power of Organizing Without Organizations

中国人民大学出版社
China Renmin University Press

□□□□□□(CIP)□□

□□□□□/(□)□□□□□□□□□□□□.

□□□□□□□□□□□□□2009

ISBN978-7-300-10539-0

Ⅰ.□…Ⅱ. ①□…②□…③□…Ⅲ.□□□-□□-□□-□□Ⅳ,TP393.4

□□□□□□□CIP□□□□(2009)□052354□

□□□□□

(□)□□·□□ □

□□ □□□ □

□□□□□□□□□□□□□□

□ □□□□□□□□□31□ □□□□□100080

□ □□010-62511242(□□□)010-62511398(□□□)

010-82501766(□□□) 010-62514148(□□□)

010—62515195(□□□□)010-62515275(□□□□)

□ □□http://www.crup.com.cn

http://www.ttrnet.com (□□□□□)

□ □□□□□□

□ □□□□□□□□□□□□

□ □□170mmx250mm16□□□□□2009□5□□1□

□ □□14.75□□2 □□□2009□5□□1□□□

□ □□248000 □□□39.80□

□□□□ □□□□ □□□□ □□□□

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]……

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]Youtube[illegible]Flickr[illegible]

[illegible]

[illegible]“[illegible]”[illegible]……

[illegible]•[illegible]

[illegible]

[illegible]

[illegible] [illegible]

[illegible]

[illegible]

[illegible]

[illegible]·[illegible](“[illegible]”)[illegible]

[illegible](wetware)[illegible]·[illegible](Rudy Rucker)1988[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”(ideas)[illegible]([illegible])[illegible]“[illegible]”[illegible]“[illegible]”(skills)[illegible]“[illegible]”(tacit knowledge)[illegible](convictions)[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]([illegible]

[illegible])[illegible]

[illegible]·[illegible]DIGG[illegible]MySpace[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]·[illegible](Social software, software that supports group communications)[illegible](a collaborative workspace)[illegible]Digg[illegible]MySpace[illegible]……[illegible]——[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible] [illegible]

[illegible]·[illegible]Here Comes Everybody[illegible]The Power of Organizing Without Organizations[illegible]·[illegible](James Joyce)[illegible](Finnegans Wake)[illegible]Humphrey Chimpden Earwicker[illegible]HCE[illegible]Here Comes Everybody[illegible]“[illegible]”[illegible](everybody)[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]——“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”(ridiculously easy group forming)[illegible]·[illegible](Seb Paquet)[illegible](Reed’s law)[illegible]·[illegible](David Reed)[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”(social software)[illegible]“[illegible]”(wetware)[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]——[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]——[illegible]

[illegible]“[illegible]”[illegible]

[illegible]20[illegible](“[illegible]”)[illegible](“[illegible]”)[illegible]

[illegible]“[illegible]”[illegible]

[illegible]·[illegible](Linus Torvalds)[illegible]Linux[illegible]

[illegible]3[illegible]1994[illegible]Linux[illegible]Windows[illegible]Linux[illegible]2 000[illegible]160[illegible]Linux[illegible]

[illegible]Napster[illegible]Skype[illegible]Google[illegible]Ebay[illegible]Wikipedia[illegible]Facebook[illegible]

[illegible]del.icio.us[illegible] Flickr[illegible]Slideshare [illegible]“9·11”[illegible]SARS[illegible]2003[illegible]SARS Science[illegible]SARS[illegible]

[illegible]Linux[illegible]Wikipedia[illegible]“[illegible]”[illegible]

[illegible]Meetup.com[illegible]

[illegible]

[illegible]·[illegible](John Robb)[illegible]“[illegible]”(Open Source Guerrillas)[illegible]

[illegible]“[illegible]20[illegible]‘[illegible]’[illegible]Linux[illegible]”

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”——[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”(Coasean floor)[illegible]

[illegible]20[illegible]30[illegible](Coasean ceiling)[illegible]

[illegible](lying under a Coasean floor)[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]1995—2000[illegible]

[illegible]2000[illegible]

2000[illegible]“[illegible]500[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible](central nervous system，CNS)[illegible]

[illegible](impulse)[illegible]

[illegible]“[illegible]”[illegible]

“[illegible]”[illegible]50[illegible]“[illegible]”(cyperpunk)[illegible]·[illegible](Michael Swanwick)[illegible]·[illegible](Bruce Sterling)[illegible]·[illegible](Rudy Rucker)[illegible]1988[illegible](meatboppers)[illegible]([illegible])[illegible]([illegible])[illegible]([illegible])[illegible]

[illegible]“[illegible]-[illegible]——[illegible]……”[illegible]ROM[illegible](firmware)[illegible]DNA[illegible]

[illegible]

[illegible]DNA[illegible]DNA[illegible]

[illegible]HCE[illegible]“everybody”[illegible]ACE[illegible]ALP[illegible]

Here Comes Everybody[illegible]

□1□ □□□“□□□□”□□□

2006□5□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□
□□□
Sidekick□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

□□□
□□
□□□300□□
□□
□□
□□□
□□□□□□□□□□□□□□□□□□□□□

□□□
□□□□□□□□□□“□□□□”□□□□□□□□(□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□)□□
□□
□□□□□□□□□□□□□□□□□□□□□□□□“□□□□□□□□□□□□□□□□□□□108□20
□37□□□□□□□□□□□□□□□□□□□□□□□□□□□□□”

□□□□□□□□□□□□□□□□□□□□□□(□□□□□□□)□□□□□□□□□□□□□□
□□
□□□□□□□□□□□□□□□□□“□□□□□”□□□□□□□“□□□□Sidekick”□□□
□□□□□EvanWasHere.com□□□□□□□□□□□□□□□□□□□

□□□□6□6□□
□□□MySpace
□□
□□
□□□□□□□□□□□

□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□(□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□)□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

[illegible]Digg[illegible]Digg[illegible]“[illegible]”(thumbs up)[illegible]“[illegible]”(thumbs down)[illegible]Digg[illegible]Digg[illegible]Digg[illegible]Digg[illegible]“[illegible]Sidekick”[illegible]

[illegible]10[illegible]“[illegible]Sidekick”[illegible]“[illegible]”[illegible]

[illegible]10[illegible]40[illegible]MySpace[illegible]“[illegible]Sidekick”[illegible]

[illegible]BBS[illegible]BBS[illegible](“[illegible]”[illegible]·[illegible](Yogi Berra)[illegible]“[illegible]”)[illegible]Sidekick[illegible](BBS[illegible])[illegible]

[illegible]100[illegible]([illegible])[illegible]

[illegible]

6[illegible]15[illegible]Sidekick[illegible]“[illegible]”[illegible]MySpace[illegible]10[illegible]——[illegible]——[illegible]

“[illegible]”

Sidekick[illegible]——[illegible](We the Media)[illegible]·[illegible](Dan Gillmor)[illegible]“[illegible]”(the former audience)[illegible]

[illegible]([illegible])[illegible]300[illegible]300[illegible]300[illegible]

[illegible]“[illegible]”[illegible]

[illegible]——[illegible]“[illegible]”[illegible]([illegible]

[illegible]“[illegible]”)[illegible]“[illegible]”([illegible])[illegible]“[illegible]”([illegible])[illegible]([illegible])[illegible]

[illegible]MySpace[illegible](CNN)[illegible]60[illegible]200[illegible]“[illegible]Sidekick”[illegible]

[illegible]“[illegible]Sidekick”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]——[illegible]“[illegible]Sidekick”[illegible]“[illegible]”[illegible]

[illegible]

[illegible] Legalmatch.org [illegible]

[illegible]

[illegible] MySpace [illegible] (social visibility) [illegible] "[illegible]" [illegible]

[illegible] —— [illegible] BBS [illegible] "[illegible]" [illegible] ([illegible]) [illegible] "[illegible]" [illegible]

[illegible] ([illegible]) [illegible] —— [illegible] BBS [illegible] ([illegible])

[illegible]

[illegible]

[illegible]

[illegible]——[illegible]——[illegible]

[illegible]

[illegible]——[illegible](sociability)[illegible]
17[illegible]“[illegible]”[illegible]“[illegible]”[illegible]——[illegible]

[illegible]“[illegible]”(Monkey
Mind)[illegible]

[illegible]——[illegible]([illegible])[illegible]

[illegible](the Sistine Chapel Ceiling)[illegible]·[illegible]

[illegible]——[illegible]——[illegible]·[illegible](Tim O’Reilly)[illegible]“[illegible]”(architecture of participation)[illegible]

[illegible]

[illegible](“[illegible]300[illegible]”)[illegible](“[illegible]”)[illegible][1][illegible]·[illegible](Eric Raymond)[illegible]“[illegible]

[illegible]”(a plausible promise)[illegible]

[illegible]——[illegible](“[illegible]”[illegible]——[illegible])[illegible]

[illegible]——[illegible]([illegible])[illegible]

[illegible]([illegible])[illegible]

[illegible]——[illegible]——[illegible]“[illegible]”(the institutional dilemma)[illegible]

[illegible]——[illegible]([illegible])[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”(social software)[illegible]“[illegible]”(social media)[illegible]“[illegible]”(social computing)[illegible]

[illegible]([illegible])[illegible]([illegible])[illegible]——[illegible]——[illegible]

[illegible]

[illegible]

[illegible]·[illegible](George Trow)[illegible](Within the Context of No Context)[illegible]

[illegible]……[illegible]CBS[illegible]NBC[illegible]

[illegible]

[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]2[illegible]

[illegible]35[illegible]50[illegible]

[illegible]2[illegible] [illegible]

[illegible]

[illegible]35[illegible]50[illegible]

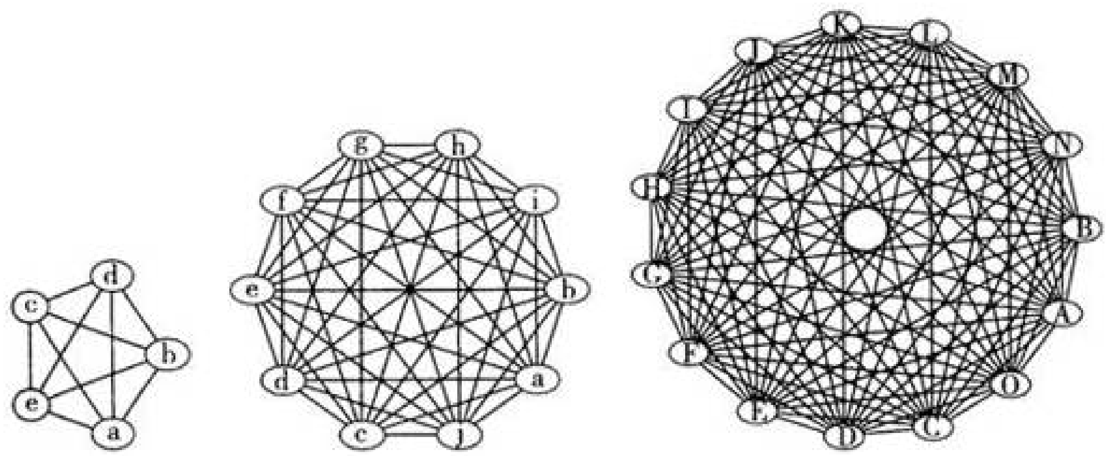
[illegible]36[illegible]365[illegible]1[illegible]10[illegible]90[illegible]80[illegible]50[illegible]“[illegible]”(Birthday Paradox)[illegible]

[illegible]“[illegible]”[illegible]1[illegible]10[illegible]365[illegible]——[illegible]——[illegible]365[illegible]4[illegible]6[illegible]5[illegible]10[illegible]36[illegible]600[illegible]“[illegible]”[illegible]

[illegible]

[illegible]10[illegible]45[illegible]

[illegible]



[illegible]2—1[illegible]

[illegible]5[illegible]10[illegible]10[illegible]45[illegible]
15[illegible]105[illegible]

[illegible]·[illegible](Philip Anderson)[illegible]“[illegible]
[illegible]”(more is different)[illegible]1972[illegible](Science)[illegible]
[illegible](2—1)[illegible]
[illegible]——[illegible]

[illegible]·[illegible](Fred Brooks)[illegible]
(The Mythical Man-Month)[illegible]

[illegible]

[illegible]“[illegible]”[illegible]——“[illegible]”[illegible]——[illegible]

[illegible]——[illegible]——[illegible]

[illegible]·[illegible](Ronald Coase)[illegible]1937[illegible](The Nature of the Firm)[illegible]

[illegible](Reference[illegible]20[illegible])[illegible]·[illegible](Richard Hackman)[illegible](Leading Teams)[illegible]40[illegible]“[illegible]”[illegible]([illegible])[illegible]

[illegible]

[illegible]

[illegible]Flicker

[illegible](Coney Island)[illegible]“[illegible]”(Mermaid Parade)[illegible]10[illegible]

[illegible]“[illegible]”[illegible]

2005[illegible]100[illegible]“[illegible]”[illegible]Flickr[illegible]“[illegible]”(tag)[illegible]Flickr[illegible]“[illegible]”[illegible]——[illegible]——[illegible]

Flickr[illegible]Flickr[illegible]“[illegible]”[illegible]([illegible])[illegible]——[illegible]Flickr[illegible]Flickr[illegible]Flickr[illegible]“[illegible]”[illegible]Flickr[illegible](Flickr[illegible])[illegible]

[illegible]“[illegible]”[illegible]

[illegible]Flickr[illegible]“[illegible]”[illegible]([illegible])[illegible]——[illegible]——[illegible]“[illegible]”[illegible][2][illegible]

[illegible]Flickr[illegible](aggregate)[illegible]

[illegible]Flickr[illegible]Flickr[illegible]2005[illegible]Flickr[illegible]([illegible])[illegible]

[illegible]——[illegible](“[illegible]”)[illegible](“[illegible]”)[illegible](“[illegible]”)[illegible](“[illegible]”[illegible]“[illegible]”)[illegible]Flickr[illegible]——[illegible]Flickr[illegible]Flickr[illegible]“[illegible]”[illegible]“[illegible]”[illegible]Flickr[illegible]“[illegible]”[illegible]Flickr[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

2004[illegible]——13[illegible]——[illegible]

[illegible]Flickr[illegible]
[illegible]

Flickr[illegible]2006[illegible]([illegible])[illegible]([illegible])[illegible]·[illegible](Alisara Chirapongse)[illegible]“gnarlykitty”[illegible]

[illegible]([illegible])

[illegible](Wikipedia)[illegible]——[illegible]([illegible])[illegible]

[illegible]

[illegible]

[illegible]

[illegible]——“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]Flickr[illegible]Flickr[illegible]

[illegible]

[illegible]——[illegible]CEO[illegible]

[illegible]——[illegible]19[illegible]·[illegible](Alfred Chandler)[illegible](The Visible Hand)[illegible]1840[illegible](Western Railroad)[illegible]12[illegible]1841[illegible]10[illegible]5[illegible]2[illegible]17[illegible]

[illegible]15[illegible](New York & Erie Railroad)[illegible]·[illegible](David McCallum)[illegible]1855[illegible]

[illegible]50[illegible]……[illegible]

[illegible]500[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible](“[illegible]”)[illegible]“[illegible]”[illegible]CEO[illegible]

[illegible]

[illegible]·[illegible]

[illegible]·[illegible]

[illegible]1 500[illegible]CEO[illegible]([illegible])[illegible]“[illegible]”(Coasean ceiling)[illegible]

[illegible](ITT)[illegible]

[illegible]([illegible])[illegible]20[illegible]70[illegible](ITT)[illegible](GE)[illegible]

[illegible]

[illegible]12[illegible]([illegible])[illegible]——[illegible]([illegible])[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]——[illegible]

[illegible][3][illegible]——[illegible]

[illegible]Flickr[illegible]Flickr[illegible]

[illegible](potluck dinner)[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”(groupness)[illegible]——[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]Flickr[illegible]“[illegible]”(take-it-or-leave-it)[illegible]Flickr[illegible]([illegible]Google[illegible]Flickr[illegible]Google[illegible]Flickr[illegible])

[illegible]——[illegible]——[illegible]YouTube[illegible]([illegible])[illegible]

[illegible](collaborative production)[illegible]([illegible])[illegible]——[illegible]Flickr[illegible]Flickr[illegible]

[illegible]

[illegible]([illegible])[illegible]

[illegible]“[illegible]”(Tragedy of the Commons)[illegible]·[illegible](Garrett Hardin)[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]——[illegible]——[illegible]

[illegible]——[illegible]——[illegible]

[illegible]·[illegible](Seb Paquet)[illegible]“[illegible]”(ridiculously easy group-forming)[illegible]——[illegible]

——[illegible]
[illegible]
[illegible]
[illegible]

[illegible]3[illegible] [illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]5 000[illegible](USA Today)[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]24[illegible]——[illegible]——[illegible]

[illegible]——[illegible]eBay[illegible]Craigslist[illegible]“gnarfykitty”[illegible]([illegible])[illegible]

[illegible]——[illegible]

(ephemeral goods)

•(James Q.Wilson)(Bureaucracy)

“[4]”

()

——

— ——

——

——

——

[illegible]——[illegible]——[illegible](mass amattnirization)[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

2002[illegible]•[illegible](Trent Lou)[illegible]•[illegible](Strom Thurmond)[illegible]1948[illegible]•[illegible]50[illegible]“[illegible]•[illegible]”[illegible]•[illegible]

[illegible]•[illegible]F][illegible]

[illegible](The Washington Post)[illegible]•[illegible](William 0’Keefe)[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]24[illegible]”[illegible]

[illegible]——[illegible]——[illegible]Instapuridit[illegible]•[illegible](Glenn Reynolds)[illegible]“[illegible]1948[illegible]——[illegible]•[illegible](Gus Hall)[5][illegible]”[illegible]•[illegible](Ed Sehesta)[illegible]80[illegible](southern partisan)[illegible]“[illegible]”[illegible]

[illegible]•[illegible]——[illegible](deprofessionalized)[illegible]

[illegible]“[illegible]”[illegible]12[illegible]21[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]——[illegible]“[illegible]”[illegible]([illegible])[illegible]“[illegible]”[illegible]([illegible])[illegible]([illegible])[illegible]

[illegible]——[illegible]——[illegible]•[illegible]

[illegible]

[illegible](15[illegible])[illegible]

[illegible]

[illegible]15[illegible](scribe)[illegible]

[illegible]15[illegible]15[illegible]•[illegible](Johannes Gutenberg)[illegible]——[illegible]——[illegible]

[illegible](intellectual landscape)[illegible]•[illegible](Martin Luther)[illegible][6][illegible]A[illegible]B[illegible]A[illegible]B[illegible]15[illegible]

[illegible]

[illegible](Sponheim)[illegible]•[illegible](Johannes Trithemius)[illegible]1492[illegible](De Laude Scriptorum)[illegible]“[illegible]”[illegible]

[illegible](“[illegible]”)[illegible]1942[illegible]——[illegible]

[illegible]([illegible])[illegible]

[illegible]——[illegible]

[illegible]

[illegible]

2006[illegible]•[illegible](Judith Miller)[illegible]85[illegible]

[illegible]50[illegible]49[illegible](shield law)[illegible][illegible]——[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]——[illegible]

[illegible]“[illegible]”

[illegible]•[illegible](Kevin Siles)[illegible]CNN[illegible]CNN[illegible]•[illegible](Rebecca Maddrimm)[illegible]“[illegible]”(Global Voices)[illegible]([illegible]•[illegible](Dan Gillmor)[illegible]•[illegible]“[illegible]”[illegible]•[illegible](Ethan Zuckerman);[illegible]•[illegible](Xeni Jardin)[illegible]Boing Boing[illegible]Boing Boing[illegible]

□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□(□□□□□)□□□□□□□□□□
□□□——□□□
□□□□□□□□□□□□□□□□(video blogging)□□□(podcasting)□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□(□□□□□□)□□□□□□□
□□□□□□□□□□□□“□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□”□□□
□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□——□□□□□□□□100□
□□17□□□□□□□

□□□□□□□□□•□□□(Josh Wolf)□□□□□□□2005□□□□□□□□□□□
□□226□□□□□□□
□□□□□□•□□□□□□□□□□□□□□□□□□□□□□□□□□□“□□□□□□□□‘□□·□□□
□□□□□□’□□□□‘□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□’”□□□□□□
□□“□□□□
□□□”□□□□□□□□
□□□□□□□□□□□□□□□□□“□□□□□□□”□□□□□□□□□□□□□

□□□
□□
□□
□□□□□□□□□□□□□□□□□□□□

□□□□□□□□□□□□□□□□□□□□□□□□□□□(□□□□□□□□□□□□□□□
□)□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□

□□□
□□□□(Crowdsourcing)□□□□□·□(Jeff Howe)□□□□
iStockPhoto.com□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
(□□□□□□□□□□)□□□iStockPhoto□□□□□□□□□□□□□□□□□□□□□□□□□□
□□
□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□100□□□□(□□□)□□
iStockPhoto□□□□□□1□□□□□□□□□□□□□1%□□□□□□□□□□□□□□□□□

[illegible]
iStockPhoto[illegible]
[illegible]
iStockPhoto[illegible]
[illegible]

[illegible]5000[illegible]

[illegible]
(Eimm)—[illegible]•[illegible](Sherron Watkins)[illegible]2001[illegible]
[illegible]“[illegible]”[illegible]
[illegible]——“[illegible]
[illegible]”——[illegible]
(Arthur Andersen)[illegible]

[illegible]——[illegible]“[illegible]”[illegible]
[illegible]([illegible])[illegible]([illegible]
[illegible])[illegible]
[illegible]——[illegible]•[illegible][7](Bob Woodward)[illegible].[illegible]
[illegible][8](Annie Liebowitz)[illegible]——[illegible]
[illegible]

[illegible]
[illegible]([illegible])[illegible](the Internet
Society)[illegible]•[illegible](Scott Bradner)[illegible]“[illegible]
[illegible]”

[illegible]

[illegible]500[illegible]2005[illegible](Transports Schiocchet Excursions, TSE)[illegible]TSK[illegible]TSE[illegible]([illegible])

[illegible]——[illegible]——[illegible]CD[illegible]DVD[illegible]——[illegible]TSE[illegible]([illegible])[illegible]

[illegible]•[illegible](Adam Smith)[illegible]

[illegible]

[illegible]4[illegible] [illegible]

[illegible]15[illegible]15[illegible]

[illegible]

[illegible]

[illegible]Livejkmmal[illegible]

[illegible]•[illegible]

[illegible]YouTube[illegible]“texasgirly1979”[illegible]26[illegible]1173489[illegible]

[illegible]MySpace[illegible]“[illegible]”[illegible]——[illegible]L[illegible]L([illegible])[illegible]

[illegible]Flickr[illegible]“Frecklescorp”[illegible]

[illegible]Xanga[illegible]“Angel_An_Of_Lips”[illegible]

[illegible]……[illegible]…[illegible]

[illegible]

[illegible]“[illegible]”(user-generated contem)[illegible]•[illegible](Stephen King)[illegible]word[illegible]Flickr[illegible]——[illegible]——[illegible]

[illegible]MySpace[illegible]MySfmce[illegible]([illegible])[illegible]MySpa[illegible]——MySpace[illegible]2[illegible]“[illegible]”[illegible]55[illegible]([illegible]Torn[illegible]“[illegible]”[illegible])[illegible]55[illegible]([illegible])[illegible] [illegible]Facebook[illegible]LiveJournal[illegible]Xanga[illegible]

[illegible]——[illegible]——[illegible]

[illegible]

[illegible](More is different[illegible]hut less is different too)[illegible](social density)[illegible]“[illegible]”[illegible]

LiveJounml Xanga

[illegible]_t[illegible]——[illegible]

[illegible]Boing Boing([illegible])[illegible]the Huffington Post([illegible])[illegible]Power Line([illegible])[illegible]U[illegible]Xanga[illegible]“Angel_Art_0f_Lips”[illegible]Boing Boing[illegible]([illegible])[illegible]“gnarlykitty”[illegible]

[illegible]——[illegible]——[illegible]

[illegible]LivtJmirnal[illegible]Livejoumal[illegible]Livejournal[illegible](in public but not for the public)[illegible]

[illegible]

[illegible]

[illegible]——[illegible]——[illegible][9][illegible]

[illegible]

[illegible][10][illegible]——“[illegible]15[illegible]”——[illegible]([illegible])[illegible]

[illegible]1%[illegible]([illegible]2002[illegible])[illegible]

[illegible]1000[illegible]D[illegible]——[illegible]

[illegible]•[illegible](Glenn Reynolds)[illegible]Insla-pundit.com[illegible]100[illegible]20[illegible]——[illegible]1[illegible]1[illegible]([illegible]1%)[illegible]40[illegible]“[illegible]”[illegible]——[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]•[illegible][11][illegible](illegible]K[illegible](egalitarianism)[illegible]

[illegible]——[illegible]•[illegible](Merlin Mann)[illegible]

[illegible]“[illegible]‘[illegible]’[illegible]”

[illegible]——[illegible]——[illegible]

[illegible]S[illegible]——[illegible][12][illegible]

[illegible]50[illegible]([illegible])[illegible]

[illegible]

[illegible]
(Love’s Tender Fury)[illegible](Chicken Soup for the soul)[illegible]
[illegible]•[illegible](Esther Dyson)[illegible]“[illegible]”

[illegible]8[illegible]9[illegible]7[illegible]51[illegible]8[illegible]47[illegible]——[illegible]([illegible])[illegible]MTV[illegible]

[illegible]

[illegible]([illegible])[illegible]“[illegible]”[illegible]——[illegible]“[illegible]”——[illegible]

[illegible]

[illegible]

[illegible]MySpace[illegible]“[illegible]”[illegible]

[illegible](self-reinforcing)[illegible]·[illegible](Cory Doctorow)[illegible]“[illegible]”[illegible]——[illegible]“[illegible]”[illegible]•[illegible](William S. Burroughs)[illegible]“[illegible]”[illegible]Flickr[illegible]“[illegible]”(high dynamic range[illegible]HDR)[illegible]——[illegible]“[illegible]”[illegible]“[illegible]”[illegible]HDR[illegible]•[illegible](Etienne Wenger)[illegible](community of practice)[illegible]

[illegible]•[illegible](John Brown)[illegible]·[illegible](Paul Duguid)[illegible](The social life of information)[illegible](Xerox)[illegible]

[illegible]“[illegible]”[illegible]

[illegible]Flickr[illegible]——[illegible]

[illegible]Gaia Online[illegible]Albino Blacksheep[illegible]Gaia Online[illegible]10[illegible]100[illegible]Albino Blacksheep[illegible]Gaia Online[illegible]“[illegible]”(megatiiches)[illegible][13][illegible]

[illegible](Google[illegible])[illegible]FHckr[illegible]“[illegible]”[illegible]

[illegible]——[illegible]——[illegible]

[illegible]M[illegible]——[illegible]——[illegible]20[illegible](“[illegible]”)[illegible](“[illegible]

[illegible]

[illegible]

[illegible]3[illegible]——[illegible]25[illegible]1[illegible]([illegible])[illegible]

[illegible]([illegible])[illegible]

[illegible]35[illegible]——[illegible]20[illegible]

[illegible]100[illegible]10[illegible]([illegible])[illegible]([illegible])[illegible]([illegible])[illegible]——[illegible]

[illegible]——[illegible]

[illegible]

[illegible]——[illegible]

[illegible]——[illegible](symmetrical participation)[illegible](amateur production)[illegible]“[illegible]”[illegible]

[illegible]5[illegible] [illegible]

[illegible]

[illegible]

[illegible]“[illegible]”(distributed collaboration)[illegible]·[illegible](Jimmy Wales)[illegible]•[illegible](Larry Sanger)[illegible]Nupedia[illegible]2001[illegible]Nupedia[illegible]Nupedia[illegible]1996[illegible]Bomis[illegible]Bomis[illegible]Bomis[illegible]([illegible])[illegible]——[illegible]“Maxim”[illegible][14][illegible]Nupedia[illegible]2000[illegible]Bomis[illegible]

[illegible]Nupedia[illegible]

[illegible]……[illegible]

[illegible]——[illegible]Nupedia[illegible]([illegible]Nupdia[illegible])

[illegible]——[illegible]——[illegible](wiki)[illegible]Nupedia[illegible]

[illegible]•[illegible](Ward Cunningham)[illegible]1995[illegible]([illegible]“[illegible]”) [illegible]——[illegible]

[illegible]“[illegible]”[illegible]([illegible])[illegible](Portland Pattern Repository)[illegible]

2001[illegible]Nupedia[illegible]Nupedia[illegible]Wikipediimm[illegible](URL)[illegible]

[illegible]Nupedia[illegible]2000[illegible]“[illegible]5[illegible]10[illegible]”[illegible]Wikipedia[illegible]Nupedia[illegible]2001[illegible]15000[illegible]Nupedia[illegible]

[illegible]Nupedia[illegible](Chief Organizer)[illegible]“[illegible]——[illegible]——[illegible]——[illegible]”[illegible]

[illegible]2001[illegible]Wikipedia.org[illegible]Nupedia[illegible]

□□□
2007□9□□□□□□□□□□200□□□□□□□□□□□□□□□□□□□U□□□10□□□□
□□□□□□□

□□□□□□

□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□2007□5□□□□□
□□□□□□□□□□

□□□□□134340□□□□□□□□□□□□2□□□□□□□□□□□□□□□□□
□□10□□□□□□□□□□□□□□□□□□□□□□□□□□(Kuiper Belt)□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□——□□□□□□□□□□
□□□□□□1/5□□□□□□□1/3□□□□□□□□□□□□□□□□□□□□□29□49□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□c

□□□□□□□□□□□□□□□10□□□□□□□□□□□□□□□□□□□□□□□□
5000□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

Okeechobee□□(□San Felipe Segundlo□□)□□1928□9□□
□□□□□□□□□□□□□□□□(the Leeward Islands□Puerto Rico)□□□□□
□(the Bahamas)□□□□□(Florida)□□□□□□□□□□□□□□□□□□□□□□
□□-□□□□□□□(Saffir-Simpson Hurricane Scale)□□□5□□□□□

□□□□.□□□.□□•□□□□□(Ludwid Josef Johann
Wittgenstein)□1889□4□26□□□□□□□□□1951□4□29□□□□□□□□
□□□
□□□□□□□20□□□□□□□□□□□

□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

□□□□□□□□□□□□□□□□□□□□□□□□“□□□□□□”□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□“□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□”□□□□□□□□□□□□□□□□□□□□□□□

[illegible]([illegible]•[illegible]“[illegible]”)[illegible]——[illegible]

[illegible]“-pedia”[illegible][15][illegible]

[illegible]“2005[illegible]7[illegible]7[illegible]”[illegible]([illegible])[illegible]2001[illegible]“[illegible]”[illegible]

[illegible]2001[illegible]——[illegible]“[illegible]”[illegible]

[illegible]

[illegible]——[illegible]

[illegible]([illegible])[illegible]“[illegible]”[illegible]“[illegible]”[illegible]2001[illegible]3[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”(stub)[illegible]

[illegible]2006[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible](Nupedia[illegible])[illegible]

[illegible]129[illegible]7[illegible]2[illegible]5[illegible]——[illegible]129[illegible]100[illegible]1[illegible]6[illegible]50[illegible]1/4[illegible]10[illegible]100[illegible]

[illegible]——[illegible]

[illegible]A[illegible]B[illegible]([illegible]1/4[illegible]6[illegible])[illegible]

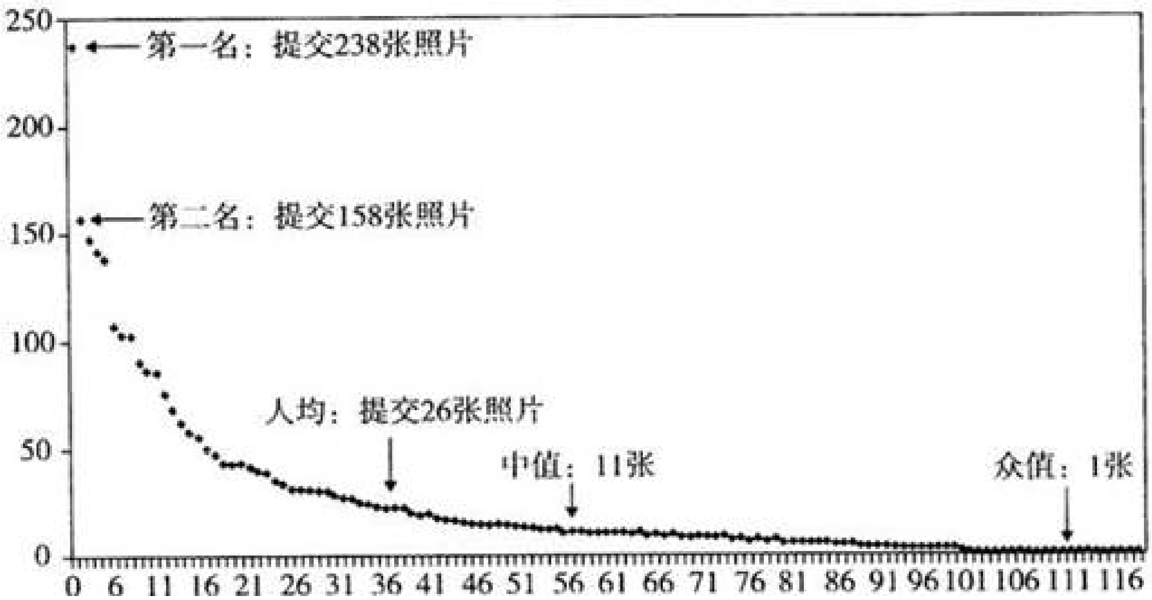
[illegible]Nupedia[illegible]([illegible]Nupedia[illegible])[illegible]“[illegible]”[illegible]

[illegible]1991[illegible](Sun Microsystems)[illegible]•[illegible](Richard Gabriel)[illegible]“[illegible]”(WorseIs Better)[illegible]([illegible])[illegible]

[illegible]

[illegible]

□□129□
□□□□□□□□□□205□□□□□□□□□□□□□□□□□□□□□□□□□6□□□□□□I/4□□□
□□Flickr□□□□□□□□□□□118□□□□□Flickr□□□□□3000□□□□□□□□□□□
□□□□□□□□□10□□□□□□□□□□□□□□□□□□□□□□□□□□□238□□□(□□□□12
□□□□1□□□□□□□□□□□□□□□□□□(power law distribution)□□□5—1□
□□



□5—1□□□□□□2005□□□□□□□□□□□□□□□□□□

□□
(□□□□□□□□□□□□□)□26□□□□□□□(□□□□□□□□□□□□□□□□□)□11□□□□□(□□□□□□□□□□□□□)□□1□□

□□
□□□□□□□□□□□□3/4□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□24□□□
□□
□□
□□□□

□□□□□□□□□□□□□_□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□Flickr□□□□□□□(□“□□”)□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□——□□□□□□□□□□□——□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□Flickr□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□

[illegible]2%[illegible]“[illegible]”[illegible]——[illegible]——[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]——[illegible]n[illegible]a[illegible](rank)[illegible]1[illegible]1/n[illegible]1[illegible]2[illegible]2[illegible]3[illegible]2[illegible]1[illegible]10[illegible]1/10[illegible]“80/20[illegible]”[illegible]20%[illegible]80%[illegible]20[illegible]•[illegible](Vilfredo Pareto)[illegible]“[illegible]”(a predictable imbalance)[illegible](The Long Tail)—[illegible]•[illegible](Chris Anderson)[illegible]iTunes[illegible]Amazon[illegible]

[illegible](bell curve distribution)[illegible]200[illegible]——[illegible]——[illegible]

[illegible]200[illegible]1.78[illegible]([illegible])[illegible]0.30[illegible]0.61[illegible]([illegible]100[illegible]0.61[illegible]100[illegible]0.61[illegible])[illegible]5[illegible]12.20[illegible]15.24[illegible]20.12[illegible]30.48[illegible]60.96[illegible]([illegible])[illegible]Flickr[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]•[illegible]——[illegible]MySpace[illegible]YouTube[illegible]

([illegible])[illegible]

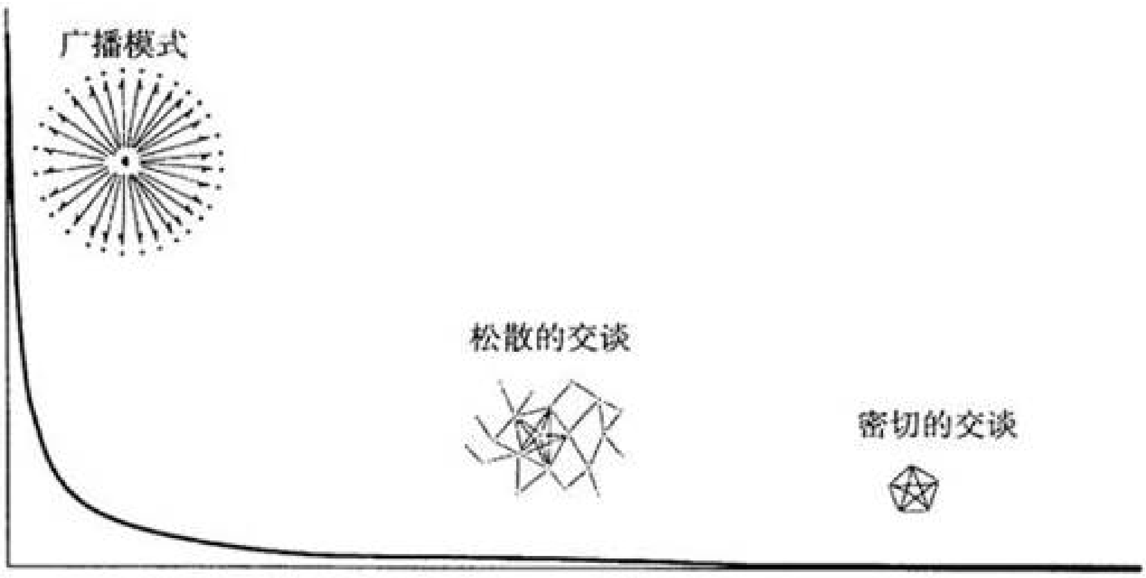
[illegible]——[illegible]

[illegible]

[illegible]

[illegible]5—2[illegible]

[illegible]([illegible])[illegible]“[illegible]”[illegible]——[illegible]([illegible])[illegible]([illegible])[illegible]



[illegible]5—2[illegible]

[illegible]

[illegible]

[illegible]

[illegible](Koch snowflake)[illegible]“[illegible]”(fractal)[illegible]([illegible])[illegible]

[illegible]“[illegible]”[illegible]([illegible])[illegible]4/3[illegible]

[illegible]

1/3 “ ” 4/3

20 80

“ ” [16] “ ” 1812 (1812 Overture) (Holla Back Girl)

“ad infintum” (“ ”) “ad infintum” ( ) —— “ ”

[illegible]·[illegible](Yodmi Bolder)[illegible](The Wealth of porduction)[illegible]“[illegible]”(commons-based peer production)[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”(the Ultimatum Game)[illegible]10[illegible]9.99:0.01[illegible](7:3[illegible])[illegible]

[illegible](American Online[illegible]AOL)[illegible]

[illegible]

[illegible]“[illegible]?”[illegible]——[illegible]——[illegible]

[illegible](“[illegible]”)[illegible]“[illegible]”[illegible]([illegible])[illegible]IBM[illegible]•[illegible](Marlin Waltenberg)[illegible]•[illegible](Fernanda Viegas)[illegible]

[illegible]([illegible])[illegible]“[illegible]”[illegible]——[illegible]

[illegible](Los Angeles Times)“[illegible]”(Wikkorial)[illegible]“[illegible]”[illegible]48[illegible]“[illegible]”[illegible]——[illegible]“[illegible]”[illegible]

[illegible]([illegible]0.5%)[illegible]2005[illegible]·[illegible](John Seigenthaler,Sr.)[illegible]2006[illegible]

[illegible]

[illegible]

Nupedia[illegible]——[illegible]M[illegible]

[illegible]

[illegible]1300[illegible](UNESCO)[illegible]1300[illegible]20[illegible]61[illegible](2013[illegible])[illegible]1300[illegible]——[illegible]——[illegible]500[illegible]

[illegible]

[illegible]([illegible])[illegible](Encyclopedia Britannica)[illegible]——[illegible]——[illegible]

[illegible]——[illegible]

[illegible]6[illegible] [illegible]

1992[illegible]**2002**[illegible]

[illegible]

2002[illegible](The Boston Globe)[illegible]•[illegible](Father John Geoghan)[illegible]0[illegible]20[illegible]60[illegible]100[illegible]20[illegible]60[illegible]35[illegible]•[illegible](Cardinal Bernard F. Law)[illegible]1984[illegible]1998[illegible]

[illegible]•[illegible](James Muller)[illegible]2002[illegible]1[illegible]30[illegible]“[illegible]”(Voice of the Faithful[illegible]V0FE)[illegible]

[illegible]20[illegible]80[illegible]2002[illegible]3[illegible]“([illegible])[illegible]500[illegible]”[illegible]2002[illegible]25000[illegible]4000[illegible]20[illegible]——[illegible]30[illegible]25000[illegible]1000[illegible]

[illegible]“[illegible]”[illegible]4[illegible]·[illegible](Bishop Walter J. Edyvean)[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]2002[illegible]11[illegible]26[illegible]•[illegible]12[illegible]13[illegible]

[illegible]2002[illegible]

[illegible]“[illegible]?”[illegible]20[illegible]2002[illegible]

1992[illegible]5[illegible]10[illegible]•[illegible](Reverend James R. Porter)[illegible]([illegible]99[illegible])[illegible]“[illegible]”[illegible]“[illegible]”[illegible]([illegible]50[illegible])

1992[illegible]10[illegible]1992[illegible]

[illegible]2002[illegible]10[illegible]

[illegible]1992[illegible]2002[illegible]1992[illegible]2002[illegible]

[illegible]

[illegible]1992[illegible]——[illegible]--[illegible]——[illegible]

[illegible]2002[illegible]com[illegible]-[illegible]——[illegible](The times Picayune)[17][illegible]

[illegible]([illegible])[illegible]([illegible])[illegible]([illegible])[illegible]

1992[illegible]2002[illegible]——[illegible]

[illegible]2002[illegible]

[illegible]“[illegible]”[illegible]BishopAccountability.org[illegible]•[illegible](Davkl Clohessy)[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]20[illegible]”

[illegible]

[illegible]1992[illegible]

[illegible]2004[illegible]“[illegible]”[illegible]12[illegible]“[illegible]”[illegible]9[illegible]2002[illegible]35[illegible]50[illegible]

[illegible](Lit[illegible])[illegible]·[illegible](John Moynihan)[illegible]"[illegible]2002[illegible]"[illegible]

[illegible]

[illegible]2002[illegible]2002[illegible]——[illegible]

[illegible]16[illegible]——[illegible]

[illegible]——[illegible]20[illegible]60[illegible](Second Vatican Council)[illegible]"[illegible]"(Vatican Ⅱ)[illegible]——[illegible]16[illegible]•[illegible]95[illegible]20[illegible]80[illegible]——[illegible]

[illegible]“[illegible]”[illegible]

[illegible]2007[illegible]·[illegible](Gene Robinson)[illegible]•[illegible](Peter Akinola)[illegible]

[illegible]——[illegible]“[illegible]”[illegible]·[illegible]

[illegible]10[illegible]10[illegible]

[illegible]

[illegible]10[illegible]1[illegible]

[illegible]

[illegible]20[illegible]70[illegible]“[illegible]”(end-to-end communication)[illegible]——[illegible]([illegible])[illegible]20[illegible]90[illegible]•[illegible]•[illegible](Sir Tim Bemers-Lee)[illegible]([illegible])[illegible]

[illegible]10[illegible]

[illegible]2006[illegible](Sex Crime and the Vatican)[illegible]RAI[illegible]RAI[illegible]Bispensiero.it[illegible]40[illegible]100[illegible]“[illegible]”[illegible]RAI[illegible]6[illegible]Bispensiera.it[illegible]——[illegible]

[illegible]:[illegible]1992—2002[illegible]([illegible]“[illegible]”[illegible])[illegible]——[illegible]

[illegible]——[illegible]

[illegible]7[illegible] [illegible]

[illegible]

[illegible]

[illegible]•[illegible](Riclmrd Posner)[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”(shared awareness)[illegible]——[illegible]119[illegible]

[illegible]

[illegible]

2003[illegible]6[illegible]100[illegible]“[illegible]”[illegible]10[illegible]

[illegible]“[illegible]”[illegible]•[illegible](Bill Wasik)[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[18][illegible]——[illegible]•[illegible](William

Gibson)[illegible]——[illegible]

[illegible]“[illegible]”[illegible]•[illegible](Howard Dean)[illegible]2003[illegible]9[illegible]60[illegible]

[illegible](Bave New War)—[illegible]·[illegible](John Robb)[illegible]“[illegible]”(Open Source Guerrillas)[illegible]

[illegible]

[illegible]

[illegible](lightning war)[illegible]1940[illegible]5[illegible]6[illegible]20[illegible]30[illegible]([illegible])[illegible]1940[illegible]Char B[illegible]

[illegible]

[illegible]20[illegible]1940[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

1999[illegible]1[illegible]3[illegible]1829[illegible]1829[illegible]2:45[illegible]1/3[illegible]

[illegible]1829[illegible]2[illegible]([illegible])[illegible]3[illegible]4[illegible]

5[illegible]•[illegible](John Dasburg)[illegible]

[illegible]([illegible])[illegible]9[illegible]42[illegible]7[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”([illegible])[illegible]

[illegible]

[illegible]2006[illegible]12[illegible]29[illegible]——[illegible]8[illegible]

[illegible]•[illegible](KateHarmi)[illegible]1348[illegible]([illegible]3[illegible])[illegible]([illegible])[illegible]——[illegible](Jet Blue)[illegible]2007[illegible]4[illegible]8[illegible]——[illegible]

[illegible]

[illegible]•[illegible]2007[illegible]

[illegible]

[illegible]([illegible])[illegible]“[illegible]
[illegible]”

[illegible]([illegible])[illegible]([illegible])[illegible]([illegible])[illegible]——[illegible]2_[illegible]CNN[illegible]——[illegible]

[illegible]“[illegible]”[illegible]2007[illegible]
8[illegible]——[illegible]
——[illegible]

[illegible]Facebook[illegible]•[illegible](Wes Suiting)[illegible]
Facebook[illegible]“[illegible]!”[illegible]Facebook[illegible]
Facebook[illegible]

[illegible]Facebook[illegible]9[illegible]•[illegible](Andy Ripley)[illegible]“[illegible]®[illegible]”[illegible]

[illegible]——[illegible]

[illegible]

[illegible]•[illegible](Evan Williams)[illegible]20[illegible]90[illegible]Pyra[illegible]([illegible])[illegible]Blogger[illegible]Bkgger[illegible](Blogger[illegible]Google[illegible])

[illegible](audio blogging)[illegible]Twitter[illegible]Twiuer[illegible](instant message)[illegible]Twitter[illegible]Twitter([illegible])[illegible]Twitter[illegible]Twitter[illegible](Public Timeline)[illegible]

[illegible]Twitter[illegible]

[illegible](jmckible)[illegible]“[illegible]NES[illegible]DS[illegible]”[illegible]

[illegible](truejerseygirl)[illegible]“[illegible]”

[illegible](laurenee)[illegible]“[illegible](Maker Faire)[illegible]”

□□•□□□(Josh Lawrence)“□□□□□□□□□□□□□□□□□□□□
(Trader Joe’s)□□□□□□□□□”

□□•□□□(Mike Barrett)“□□□07□□07□□□□□□□□□□”

□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□Twitter□□□□□□□□□□□□
□□□□Twkter□□L□□
□□□□□□□□□□(□'□□□□□□□□□□□□□□□□□□□□□)□□□□□□□□□□□□□□□□□□□□
□□
Twitter□□
(Alaa Abd El Fattah)□□□□□□

□□dokky□□□□□□□□□□□□□□□□□□□□□4□4□□□10:11□

□□□□□□□□□□□□□□□□□□□4□4□□□1:57□

□□□□□dokky□□□□□4□4□□□3:31□

□□□□□□□□□□□□□□□□□□□4□4□□□4:29□

□□□□□□□□□□□□□□dokky□□□4□4□□□7:59D

□□□□□□□□□4□4□□□10:25□

□□□□□□4□4□□11:22□

□□□□□□□□□□-□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□El Dokky□□□□□□□□□□□□□□□12□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□“□□□□□□□□□□□□□□□□
□”□□□

□□□□□□□□□Twitter□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□——□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□Twitter□
□□□□□□□□□□□□□□□□□□(□□□□□□)□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□Twitter□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□

[illegible]ikhwani[illegible]4[illegible]13[illegible]10:07[illegible]

[illegible]4[illegible]13[illegible]3:31[illegible]

[illegible]4[illegible]15[illegible]4:17[illegible]

[illegible]15[illegible]4[illegible]15[illegible]7[illegible]50[illegible]

[illegible]5[illegible]7[illegible]3:36[illegible]

[illegible]——[illegible]-[illegible]——[illegible]Twitter[illegible]Twitter[illegible]“[illegible]Twitter[illegible]”[illegible]Twitter[illegible]Twitter[illegible]Twitter[illegible]

[illegible]

[illegible]8[illegible] [illegible]

[illegible]

[illegible]

[illegible]“[illegible]”([illegible])[illegible]

[illegible]“[illegible]”[illegible]

1. [illegible]

2. [illegible]

3. [illegible]

4. [illegible]

[illegible]——[illegible]

[illegible]

[illegible]“[illegible]”(Prisoners’ Dilemma)[illegible]([illegible])[illegible]([illegible])[illegible]4[illegible]

[illegible](Nash equilibrium)[illegible](Iterated Prisoner’s Dilemma)[illegible]

[illegible]•[illegible](Robert Axdbmd)[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”(Tit-fcr-Tat)[illegible]

[illegible]——[illegible]“[illegible]”(the shadow of the future)[illegible]“[illegible]”[illegible]

[illegible]

[illegible]——[illegible]20[illegible]50[illegible]——[illegible]——[illegible]——[illegible]

2000[illegible]•[illegible](Robert Putnam)[illegible](Bowling Alone)[illegible]“[illegible]”[illegible]

“ ”“ ”

——

——

——

50 ——

——

“ ”[19] “ ”[20] 20

90 •(Scott Heiferrnan)

——(cyberspace)——•

•(John Barlow)

(AT&T)

1964

1964

1978 1984

•(Judge Harold Greene)

[illegible](Monitor Gimip)[illegible]·[illegible](Chris Meyer)[illegible]“[illegible]”[illegible]

[illegible]——[illegible]——[illegible]([illegible])[illegible]

[illegible]Meetup[illegible]20[illegible]90[illegible]1969[illegible]1999[illegible]([illegible])[illegible]25[illegible]◦[illegible]

[illegible](affinity)[illegible]([illegible])[illegible](proximity)[illegible]([illegible])[illegible]Meetup[illegible]Meetup[illegible]([illegible])[illegible]([illegible])[illegible]

[illegible]Meetup[illegible]([illegible])[illegible]([illegible])[illegible]Meelup[illegible]——[illegible]

[illegible]Meetup[illegible]8—1[illegible]15[illegible]

[illegible]8—1 Meetup[illegible]15[illegible]

[illegible]	[illegible]	[illegible]
[illegible](Witches)	442	6757

□□□□□□□□□□□□□□Slashdot	401	11809
□□“□□□□”□□□□□Livejoumal	311	10691
□□□□□□Bloggers	136	4222
□□□(Pagans)	90	2841
□□□□□□□□Fark	81	4621
□□□□□□(Ex-Jehovah’s Witness)	67	1609
□□□Bookcrossing	56	4414
□□□□□□□(Xena)	51	1641
□□•□□□(Tori Amos).□□	47	2261
□□□□□□□□(Ultirrm)	38	2467
□□□□□□(StarIrek)	35	1196
□□□□□□(Radiohead)	32	1986
□□□(Vampims)	28	1339
□□□□(Alheists)	27	1338

□□□□□□□□□□□□□□□□□□□□□□□(□□□□□□□□□□□□□□)□□□□□Meetup□□□□□□□□□□□□□□□□□□□

□□Meetup□□Meetup□□□□□□□□□□□□□□□□□□

Meehap□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□Slashdol□LiveJoumal□Bloggers□Fark□U1tima□Bookcrossing□(□□□□□□□□□□□□□□□□□□Slashdot□Livejoumal□□□)□□□□□□□□□□□□□□Meetup□□3D□□□□□□□□□□□□□□□□□□□□□□□□□□“□□□□□□□□□□”□□MMO□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□Meetup□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

[illegible]
Livdotmial[illegible]
([illegible])[illegible]
[illegible]——[illegible]

[illegible]([illegible])[illegible]
[illegible]Googk[illegible]LiveJotimal[illegible]Google[illegible]Meetup
[illegible]2002[illegible]
[illegible]
[illegible]Meetup[illegible]
[illegible]
[illegible]•[illegible](Lada
Adamic)[illegible]“[illegible]”(Club Nexus)[illegible]
[illegible]([illegible]
[illegible])[illegible]
[illegible]Meetup[illegible]——[illegible]
——[illegible]

Meetup[illegible]
[illegible]
[illegible]

[illegible]

Meetup[illegible]
[illegible]Meetup[illegible]
[illegible]
[illegible]

[illegible]2000[illegible]
[illegible]
[illegible]
[illegible]([illegible]
[illegible])[illegible]

[illegible]

Meetup[illegible]13[illegible]Xbox[illegible]Meetup[illegible]

[illegible]Meetup[illegible]MeeUip[illegible]——[illegible]——[illegible]

[illegible]

2002[illegible]“[illegible]”[illegible]YM[illegible]YM[illegible](Young Miss[illegible]Young Magazine[illegible]YM)[illegible]2002[illegible]YM[illegible]——[illegible]——[illegible]YM[illegible]

[illegible]“[illegible]“[illegible]”[illegible]“[illegible]——[illegible]——[illegible]——[illegible]”

[illegible]([illegible]“[illegible]”[illegible])[illegible]

[illegible]

[illegible]TUMS([illegible])[illegible]

[illegible]

YM[illegible]

[illegible]

YM[illegible]m[illegible]™[illegible]20[illegible]60[illegible]YM[illegible]

[illegible]YM[illegible]MySpace[illegible]YM[illegible]——[illegible]——[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”(self-help)[illegible]“[illegible]”[illegible]20[illegible]

[illegible]

[illegible]

·(AndrewKeen)(The Cult of the Amateur)50000

“”——2005

2090——

()

[illegible]9[illegible] [illegible]

[illegible]

[illegible]“[illegible]”[illegible][21][illegible]

[illegible]“[illegible]”[illegible]

[illegible]60[illegible]60000[illegible]50%[illegible]1[illegible]10%[illegible]25000[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”(homophily)[illegible]60[illegible]--[illegible]([illegible]9[illegible])[illegible]

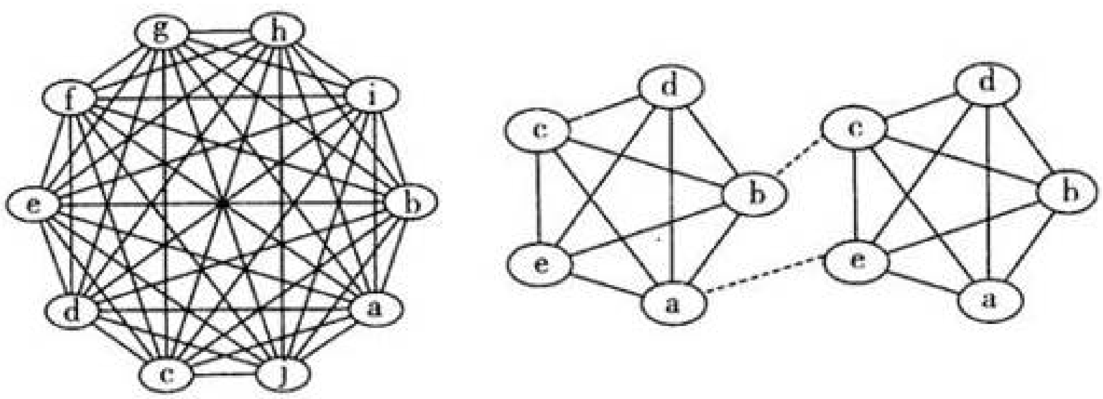
[illegible]([illegible]“[illegible]”[illegible])[illegible]

[illegible]——[illegible]“[illegible]”[illegible]

□□□□□□□□□□1998□□(□□□□□□□□□□□□□□□□□□□□□□□□)□□□□□□□□□□□□□□□□□(□□□□□□□□□□□□□□□□□□□□——□□□□□□)□□□□□(□□□

1998□□□□•□□(Duncan Watts)□□□□•□□□□□(Sieve Stmgatz)□□□□□□□□“□□□□□”(Small World network)□□5□□□□□□10□□□(□□“□□□□”□□□□□)□□□□□□□□□□□□□□□□□□□(□□□9□1)□□□□□□□□□□□□□□□□□□□□□□□□□□□(□□□□□□□□□□□□□□□□□□□□□□□□MySpace□Facebook□□□□□□□□□Livejoumal□Xanga□□□□□□□□□□□□□□□□□□□□□)

□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□——□□□□□□□□□□□□□□□□□□□□□□□——□□□5000□□□□□□□□□□(□□□□□□□□□□□□)□□□□□□50□□□□(□□□□“□□□□”□□□□□)□□6□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□



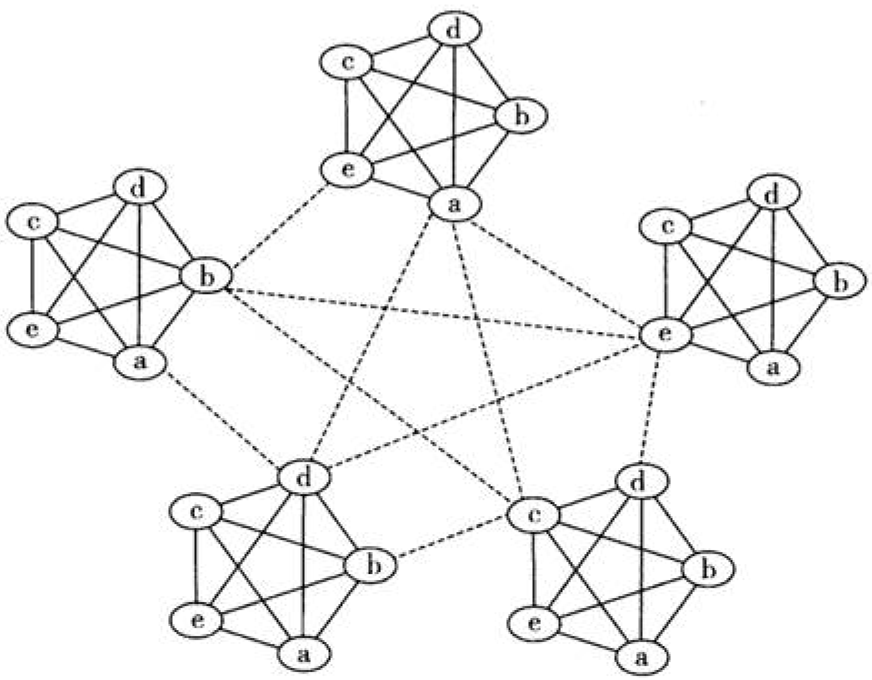
□9-1 10□□□□□□□□□□

□□

□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□(scale)□□——□□□□□□□□□□□□□□□□□□□5□□□□□□5□□□□□□□□□□□□□25□□□□□□(□□□9-2)□□□□□□□□□2□□□□□□□□□2□□

□□(□□)□□□

□□□•□□□□□(Malcolm Gladwell)□□□□□□□(The Tipping Point)—□□□□□□□□□□□(Connectors):□□



□9-2□□□□□□□□□□□□

[illegible]

[illegible]——[illegible]([illegible])[illegible]Meeiup[illegible]Meetup[illegible]MySpace[illegible]([illegible]60[illegible]5[illegible])[illegible]——[illegible]

[illegible](Dodgeball)[illegible]•[illegible](Dermis Crowley)[illegible]•[illegible](Alex Rainert)([illegible])[illegible]2007[illegible]9[illegible]“[illegible]”[illegible]“[illegible]”[illegible]([illegible])[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]([illegible]FOAF[illegible])[illegible]MySpace[illegible]Facebook[illegible]“[illegible]”[illegible]

[illegible]“[illegible]•[illegible]”[illegible]([illegible])[illegible]“[illegible]”[illegible]([illegible])[illegible]([illegible]10[illegible])[illegible]“[illegible]”[illegible]([illegible])[illegible]

[illegible]“[illegible]”[illegible]CywoHd([illegible])[illegible]Asmallworld([illegible])[illegible]Dogster([illegible])[illegible]

[illegible]——[illegible]——[illegible]——[illegible]

[illegible]([illegible])[illegible]——[illegible]——[illegible]2006[illegible]MySpace[illegible]3[illegible]HR4437[illegible]MySpace[illegible]“[illegible]”[illegible]MySpace[illegible]

[illegible]“[illegible]”[illegible](bonding capital)[illegible](bridging capital)[illegible]

[illegible]·[illegible]2003[illegible]——[illegible]•[illegible]

[illegible]Meetup[illegible](
[illegible])[illegible]S[illegible]84[illegible]

[illegible]

[illegible]——[illegible]——[illegible]——[illegible]Meetup[illegible]([illegible])[illegible]Meetup[illegible]([illegible])[illegible]

“[illegible]”[illegible]•[illegible](danahboycl[illegible])[illegible]
MySpace[illegible]Facebook[illegible]
Facebook[illegible]

□□□□□□□□□□□□□MySpace□□□□“□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□”□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

□□□

7□24□□□□□□□□

□□2005□□□□□□□□□□□□□□□□□□□□□□□□80□□/□□□(internet relay chat)□□□IRC□□□□1988□□□□□□□□□□□□□□□□“□□”(chamid)□□□□□□□□□□□□□□□□□□IRC□□□□□□□□□□□□□□□□□(□□□□“□□”□□□“□□□□”□□□□)IRC□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□IRC□□□——□□□□□□#□□□(#hottub□IRC□□□□□□□#□□□)□□□□□10□□□□□□□□□□□□□□□□□□□□□□□□□□□□□IRC□□□□□□——1994□□□□□□□□□□□(O. J. Simpson)□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

2004□□□□□□□□□□□# Joiito[22]□IRC□□“□□□□□□□□□□□□□□□□□□□□□□”□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□(□□□□□□□□□□□□□□□□□□□□□□□□□□□□“Joi Ito”)□□□□□□□□□□□□□□□□□□□□□□□□□(moral suasion)□□□□□IRC□□100□□□□□□□□□□□□□□□□□□□□□□□□——□□

□□□□□□•□□□(Victm Ruiz)□□□□□□□□□□□□□□□□□□□□jibot(“#joiito bot”□□□□□□□“bot”□□□□□□□□)□Jibot□□□□□□□□□□□□□□□□□□□□□□□□□□(□□□□“google iraq”□□□□□Google□□□□□□□□□□□□□□□□□)□□□□□□□□□□□□□□□□□□□□□□•□□(Jearmie Cool)□□□□□□□□□□□□□□□□□□□□□□□jibot□□□□□□□□□□□□□□□□□□□□□□□□□jibot□□□□□□□□□□□□□□□□□□□□□□□□□□□“□□”(hemlding)□□□□□□□□□□□mmealling□□□□□□jibot□□□□□□□□□□□“mmealling□□□□□•□□□□□□□□□□□□□□□”□□□□□□□

[illegible]#joiito[illegible]([illegible]Joi[illegible])[illegible]([illegible]Joi[illegible])[illegible]jibot[illegible]#joiito[illegible]

[illegible]IRC[illegible]jibot[illegible]——[illegible]#joiito[illegible]80[illegible]([illegible])[illegible]IRC[illegible]——[illegible]——[illegible]#jrandomser([illegible])[illegible]#joiito[illegible]

[illegible]IRC[illegible].[illegible]IRC[illegible]#winprog[illegible]Windows[illegible]([illegible])[illegible]Wimbws[illegible]#winprog[illegible]#winprog[illegible]

[illegible](Howard Forums)[illegible]·[illegible](Howard Chui)[illegible](Web discussion board)[illegible]5[illegible]5[illegible]([illegible])[illegible]

[illegible]•[illegible](Foo Camp[illegible]Friends of 0’Reilly[illegible])[illegible]——[illegible]100[illegible]

——[illegible]([illegible])[illegible]
[illegible]

[illegible]

[illegible](The social origin of the good idea)[illegible]•[illegible](Ronald Burt)[illegible]

[illegible]2001[illegible]“[illegible]”[illegible]([illegible]——[illegible])

[illegible]“[illegible]”(staictuml hole)[illegible]([illegible])[illegible]——[illegible]

[illegible]([illegible])[illegible]“[illegible]”(echo-chamber effect)[illegible]

[illegible]

[illegible]

[illegible] ([illegible])[illegible]——[illegible]

[illegible]——[illegible]……[illegible]

[illegible]

[illegible]10[illegible] [illegible]

[illegible]**Linux**[illegible]**Linux**[illegible]

[illegible]

[illegible]Meetup[illegible]Meetup[illegible]Meetup[illegible]([illegible])[illegible]Meetup[illegible]Meetup[illegible]([illegible])[illegible]“[illegible]?”[illegible]Meetup[illegible]

[illegible]Meetup[illegible]Meetup[illegible]

[illegible]Meetup[illegible]Meetup[illegible]Meetup[illegible]

[illegible]Meetup[illegible]Meetup[illegible]Meetup[illegible]

Meetup[illegible]Meetup[illegible]——[illegible]——[illegible]([illegible])[illegible]Meetup[illegible]Meetup[illegible]“[illegible]”[illegible]21[illegible]Meetup[illegible]Live Journal[illegible]Matup[illegible]6[illegible]20[illegible]([illegible])[illegible]Meetup[illegible]

[illegible]Meetup[illegible]Meetup[illegible]——[illegible]——[illegible]Meetup[illegible]Meetup[illegible]Meetup[illegible](trial and error)[illegible]Meetup[illegible]Meetup[illegible]

Meetup[illegible]Meetup[illegible]Flidcr[illegible]

[illegible]

[illegible]1991[illegible]•[illegible](Linus Torvalds)[illegible]

[illegible]([illegible])[illegible]([illegible]gnu[23][illegible])……[illegible]-)

[illegible]Linux[illegible]40%[illegible]([illegible])[illegible]Linux[illegible]Linux[illegible](the GNU Public License[illegible]GPL[24])[illegible]GPL[illegible]——[illegible]([illegible]1991[illegible])[illegible]“[illegible]”[illegible]——“[illegible]”Linux[illegible]

[illegible]“[illegible]([illegible]100[illegible]1‰)[illegible]

[illegible]◦[illegible]-)

[illegible]Linux[illegible]([illegible]“[illegible]”)[illegible]

[illegible](open source software)[illegible](source code)[illegible]

[illegible]20[illegible]80[illegible]•[illegible](Richard Stallman)[illegible]1980[illegible]9700[illegible]9700[illegible]([illegible]“[illegible]”)[illegible]1983[illegible](Free Software Foundation,FSF)[illegible]Unix[illegible](GNU[illegible]GNU[illegible]Unix,[illegible]“GNU’s Not Unix”[illegible])[illegible](GNU[illegible](GPL)[illegible]10[illegible])[illegible]

1983[illegible]“[illegible]”[illegible]GPL[illegible]20[illegible]80[illegible]

[illegible]GPL[illegible]Linux[illegible]10[illegible]10[illegible]20[illegible]90[illegible]24[illegible]Linux([illegible])[illegible]20[illegible]80[illegible]20[illegible]90[illegible]

[illegible]•[illegible](Eric Raymond)[illegible](The Cathedral and the Bazaar)[illegible]

Linux□□
Linux□□□□□□□□□□□□□□□□□□□□□□Linux□1993□1994□□□□□□□□□
□……

□□□
□□□□□□□□□□□

□□□
□□□□□□□□□□□□□□□□□□1999□□2007□□□□□□□□□□□□□□□□□□□□□□
□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

□□□□□□□□□□□□□□□□□□□□□□Linux□□□□□□□□Linux□□□□□
□□GNU□□□□□□□□□□□□□□□□□□□□□□□□□□□□-□GNU□□□□□□□□□□□□
□□□
□□□□□□□□□□□□□□□□□□□□□“□□□□□□□□□□□□□”□□□□□□□□□□□□□□□
□□□
□□□
□□□□□□□□□□□□□□□Linux□□□□□□□□□□□□□□□□□□□□□□□

□□□□□□□

Linux□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□IBM□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□Linux□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□Linux□□□□□□□□□□□□□□□□□□
□□□□□Linux□□
□□□□□□SourceForge.net□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□10□□
□1□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

□□□□□□□□□□□□□□□□□□□□□□□□SourceForge□□□□□□□□□□
□□□□□□□□□□□□□95%□□□□□□□□□□□□10000□□□□□□□□□□□□□□
1000□□□□□□□□□SourceForge□5%□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□75%□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□SourceForge□□□□□□□□3/4□□□□□□□□□□□□□□□□□□

[illegible]([illegible])

[illegible]Linux[illegible]

[illegible]([illegible])[illegible]

[illegible]——[illegible]“[illegible]”[illegible]——[illegible]

[illegible] “[illegible]”(fitness landscape)——[illegible]

[illegible]•[illegible](Don TapscoU)[illegible]•[illegible]
(Anlhony Williams)[illegible](Wikinomics)[illegible]GoldCoip[illegible]100[illegible]GoldCorp[illegible]

Meetup[illegible]Meetup[illegible]Meetup[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible](Rocky XVII)[25][illegible]

[illegible]

[illegible]——[illegible](
[illegible])[illegible]80/20[illegible](
[illegible])[illegible]“[illegible]”[illegible]“[illegible]”[illegible]——[illegible]

2005[illegible]•[illegible](Nick McGrath)[illegible]Linux
[illegible]

[illegible]Linux[illegible]

[illegible](Linux[illegible])[illegible]

[illegible]——[illegible]

[illegible]Linux[illegible]Limix[illegible]Linux[illegible]Linux[illegible]--[illegible]

[illegible]2005[illegible]-1[illegible]80/20[illegible]80/20[illegible]“[illegible]20%?”[illegible]

[illegible]([illegible])[illegible]

[illegible]Groklaw[illegible](Santa Cruz Organization[illegible]SCO)[illegible]IBM[illegible]IBM[illegible]Linux[illegible]SCO[illegible]IBM[illegible]SCO[illegible]IBM[illegible]SCO[illegible]SCO[illegible]SCO[illegible]•[illegible](Pamela Jones)[illegible]Groklaw[illegible]IBM[illegible]SCO[illegible]Gmklaw[illegible]Groldaw[illegible]SCO[illegible]SCO[illegible]Ooklaw[illegible][26][illegible]IBM[illegible]SCO[illegible]IBM[illegible]Groklaw[illegible]

[illegible]

Free-for-all[27][illegible]1000[illegible]([illegible])[illegible]1000[illegible]Linux[illegible]([illegible]Encarta[illegible])[illegible]•[illegible](BillJoy)[illegible]“[illegible]”[illegible]

[illegible]

20[illegible]90[illegible]Site Specific[illegible]12[illegible]AT&T[illegible]AT&T[illegible]Site Specific[illegible]20[illegible]([illegible]31[illegible]

[illegible])[illegible]AT&T[illegible]([illegible])[illegible]AT&T[illegible]

[illegible]([illegible])[illegible]AT&T[illegible]C++[illegible]Ped[illegible]AT&T[illegible]

[illegible]AT&T[illegible]“[illegible]Perl[illegible]?”[illegible]“[illegible]?”“[illegible]”[illegible]“[illegible]Ped[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible] comp.lang.perl,misc[illegible]Perl[illegible]Perl[illegible]Peri[illegible] AT&T[illegible] comp.lang.perl,misc[illegible]AT&T[illegible]

[illegible]12[illegible]Perl[illegible]comp.lang.perl,miw[illegible]AT&T[illegible]2005[illegible]160[illegible]1995[illegible]1/5[illegible]Perl[illegible]Perl[illegible]——[illegible]——[illegible]Perl[illegible]1995—2005[illegible]Perl[illegible]AT&T[illegible]

AT&T[illegible]

[illegible] ([illegible]) [illegible] ([illegible]) [illegible]

[illegible] “[illegible]” [illegible] “[illegible]” [illegible]

[illegible]11[illegible] [illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]——[illegible]“[illegible]”[illegible]“[illegible]”——[illegible]——[illegible]

[illegible]([illegible])[illegible]:“[illegible]”[illegible]“[illegible]”[illegible]

[illegible](“[illegible]”[illegible]“[illegible]10[illegible]”)[illegible](“[illegible]”)[illegible](“[illegible]”)[illegible]——“[illegible]”[illegible]Linux[illegible](“[illegible]”)[illegible](“[illegible]-[illegible]”)[illegible]——[illegible]

“ ”

“ ” “ ” “ ”(paradox of groups) —— ( )

( ) ( ) • ( ) ( ) •(Joshua Schachter) del.iciaus

Livejoumai ( ) (MySpaa) Flickr (Flickr) Flickr [28] (criticalmass) •(Caterina Fake) Flickr “ 10000 ”

[illegible]

[illegible]Flickr[illegible]——[illegible]Flickr[illegible]

[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”(goodness of fit)[illegible]•[illegible]Linux[illegible]——“[illegible]”——[illegible]([illegible]Linux[illegible])[illegible]•[illegible]20[illegible]90[illegible]Linux[illegible]——[illegible]

[illegible]Twitter[illegible]“[illegible]”[illegible]“[illegible]”[illegible]Linux[illegible]

[illegible]([illegible])[illegible]

[illegible]•[illegible](James Surowiecki)[illegible]“[illegible]”(the wisdom of crowds)[illegible](prediction market)[illegible]([illegible])

[illegible]12[illegible]([illegible])[illegible]12[illegible]100[illegible]Meetup[illegible]100[illegible]

[illegible]Twitter[illegible]Twitter,[illegible]Twitter[illegible]——[illegible]——[illegible]Twitter[illegible]

[illegible]——[illegible]——[illegible]#winprog[illegible]Windows[illegible]FAQ[illegible]FAQ[illegible]

[illegible][29](Buffy the Vampire Slayer)[illegible]

[illegible]——[illegible]
[illegible]Beta[illegible]

[illegible]20[illegible]70[illegible]10[illegible]

[illegible]

[illegible]--[illegible]——[illegible]——[illegible](mediated groups)[illegible]

[illegible]WiidTravel.org[illegible]

“[illegible]”[illegible]18[illegible]

[illegible]——[illegible](“[illegible]‘6400[illegible]’[illegible]6000[illegible]”)[illegible](“[illegible]”)[illegible]

[illegible](Who will guard the guardians)?[illegible]

[illegible]“[illegible]”[illegible](-pedia suffix)[illegible]

[illegible]([illegible]“[illegible]……”[illegible])[illegible]

[illegible]•[illegible](GPL)[illegible]Linux[illegible]Linux[illegible]Linux[illegible]——[illegible]GPL[illegible]2002[illegible]([illegible]“forking”[illegible])[illegible]•[illegible]Wikipedia.com[illegible]Wikipedia.org[illegible]GNU[illegible](GNU Free Documentation License[illegible]GFDL)[illegible]•[illegible]GNU[illegible]Linux,GNU[illegible]“[illegible]”[illegible]

[illegible](assuming good faith)[illegible]

•　•[30]
(Oliver Wendell Holmes)“”

——
FiickrFiickr
“”“”
——Fiickr

Fiickr

……

()(
)

(**“”“”“”……
)

•
(Alan Fiske)“”(equality matching)
[31]

[illegible]

[illegible]•[illegible]“[illegible]5~10[illegible]”[illegible]“[illegible]'[illegible]•[illegible]“[illegible]”[illegible]([illegible])[illegible]

[illegible].[illegible]([illegible])[illegible]

[illegible]——[illegible](Zoroaster)[illegible]80/20[illegible]——[illegible]

[illegible]IBM[illegible]•[illegible]

[illegible]([illegible])[illegible]

[illegible]MySpace[illegible]

[illegible]“[illegible]

[illegible]”[illegible]MySpace[illegible]

[illegible]2006[illegible]MySpace[illegible]——

[illegible]Meetup[illegible]

[illegible]

[illegible](customized)[illegible]

Meetup[illegible]——[illegible]

[illegible]Meetup[illegible]

[illegible]——[illegible]

[illegible]——[illegible]

[illegible]

[illegible]

[illegible]

[illegible].[illegible](Jessica Hammer)[illegible][32]

(Sluggy Freelance)[illegible]

[illegible]([illegible])[illegible]

[illegible]Linux[illegible]

(usenet discussion group)[illegible]

[illegible]

[illegible]

Beta[illegible]Flickr[illegible]

[illegible]

alt.folklore,urban[illegible]“[illegible]”[illegible](veracity)[illegible]

[illegible]“[illegible]”(voracity)[illegible]

[illegible]([illegible]

[illegible])[illegible]“[illegible]”[33][illegible]alLfolklore,urban[illegible]

[illegible]

[illegible]

[illegible]20[illegible]60[illegible](Provo)[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”

[illegible][34](Age of Aquarius)[illegible](……)

[illegible](homeostatic)[illegible]

eBay[illegible]•[illegible](Pierre Omidyar)[illegible]eBay[illegible]eBay[illegible]“[illegible]”[illegible]“[illegible]”[illegible]eBay[illegible]

[illegible]Beta[illegible]

[illegible]“S-100[illegible]”[illegible]20[illegible]
70[illegible]20[illegible]90[illegible]
[illegible]S-100[illegible]
[illegible]——[illegible]
[illegible](　[illegible]　)[illegible]
[illegible]•[illegible](Markm Misilim)[illegible]2002[illegible]“[illegible]
[illegible]”[illegible]LiveJoumal[illegible]
[illegible]——[illegible]
[illegible]——[illegible]
[illegible]S-100[illegible]“[illegible]
[illegible]”[illegible]

[illegible]“[illegible]”(SF-LOVERS)[illegible]“[illegible]”(WINE-LOVERS)[illegible]20[illegible]70[illegible]30[illegible]

[illegible]——[illegible]“[illegible]”[illegible]“[illegible]”[illegible]——“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible](Michael Kinsley)[illegible]

[illegible]MoveOn,org,[illegible]MoveOn[illegible](　[illegible]　)[illegible]MoveOn[illegible]•[illegible](John Kerry)2004[illegible]MoveOn[illegible]100[illegible]

[illegible]2000[illegible]——[illegible]——[illegible]——[illegible]MoveOn[illegible]

[illegible][35](Jericho)[illegible][36](NutsOnline)[illegible]CBS[illegible]CBS[illegible]20[illegible](CBS[illegible])[illegible]MoveOn[illegible]

[illegible]•[illegible]2003[illegible]300[illegible]•[illegible]Meetup[illegible]Meetup[illegible]Meetup[illegible]Meetup[illegible]Meetup[illegible]Meetup[illegible]300[illegible]Meetup[illegible]——2003[illegible]Meetup[illegible]’

[illegible]Encarta[illegible]Encarta[illegible]

[illegible]
Encarta[illegible]“[illegible]
[illegible]”[illegible]
[illegible]Encarta[illegible]
[illegible]

[illegible]2004[illegible]Flickr[illegible]
[illegible]Flickr[illegible]Flickr[illegible]
[illegible]Flickr[illegible]
[illegible]Flickr[illegible]
[illegible]Flickr[illegible]
[illegible]
[illegible]Flickr[illegible]
[illegible]-[illegible]Flickr[illegible]
[illegible]([illegible])[illegible]
[illegible]

[illegible]Digg[illegible]
[illegible]DVD[illegible]DVD[illegible]
[illegible]2007[illegible]DVD[illegible]
[illegible]Digg[illegible]Digg[illegible]DVD[illegible]
[illegible]Digg[illegible]
[illegible]“09 F9”[illegible]Digg[illegible]
[illegible]•[illegible](Kevin Rose)[illegible]
Digg[illegible]Digg[illegible]
[illegible]DVD[illegible]Digg[illegible]
[illegible]——[illegible]Digg[illegible]
[illegible]Digg[illegible]
[illegible]•[illegible]
[illegible]Digg[illegible]
[illegible]

“[illegible]”[illegible]
[illegible]Digg[illegible]
[illegible]Digg[illegible]——[illegible]
[illegible]Digg[illegible]

[illegible]

Digg[illegible]Digg[illegible]

[illegible]

[illegible]-[illegible][37][illegible][38][illegible]

[illegible]“[illegible]”([illegible])“[illegible]”([illegible])[illegible]——[illegible]

[illegible]

[illegible]1968[illegible]2001[illegible]([illegible])[illegible]——[illegible]——[illegible]50[illegible]

[illegible]

[illegible]10[illegible]——[illegible]

[illegible]([illegible])[illegible]

[illegible]“[illegible]”(lump of labor fallacy)[illegible]1000[illegible]

[illegible]——[illegible]

[illegible]"[illegible]——[illegible]

20

20 20 80

88

“ ”

—— ——

(

)

[39] (Michael

Moore) (Sicko)

……

10~12

“ ” “

[illegible]”[illegible]……[illegible]

[illegible]•[illegible](Josh Tyler)[illegible]CinemaBlend.com[illegible]

[illegible]MoveOn[illegible]MoveOn[illegible]——[illegible]——[illegible]

[illegible]

1501[illegible]•[illegible](Aldus Manutius)[illegible](Virgil)[illegible]——[illegible]16[illegible]——[illegible](Hypnerotomachia)[illegible]

[illegible]1980[illegible]1000[illegible]

[illegible]•[illegible]15[illegible]15[illegible]

[illegible]

---

[1] [illegible](sweet spot)[illegible]——[illegible]

[2] “[illegible]”[illegible](pork-barrel project)[illegible]——[illegible]

[3] Phone tree[illegible]/[illegible]——[illegible]

[4] Reference group,[illegible]——[illegible]

[5] [illegible]——[illegible]

[6] [illegible]95[illegible](The 95 Theses),1517[illegible]•[illegible]——[illegible]

[7] [illegible]——[illegible]

[8] [illegible]——[illegible]

[9] [illegible]•[illegible].[illegible]——[illegible]

[10] [illegible]•[illegible]20[illegible]“[illegible]15[illegible]”——[illegible]

[11] [illegible]•[illegible](Charles Lindbergh)[illegible],[illegible]——[illegible]

[12] [illegible](F. Scott Filzgerald),[illegible]1920[illegible]“[illegible]”——[illegible]

[13] [illegible]“[illegible]”[illegible]——[illegible]

[14] □□□□□□□——□□□

[15] ikipedia□Nupedia□□□“-pedia”□□□□□□□□□(em:yd»Pedia)□□——□□□

[16] “□□□□□”(Kilroy was here)□□□□□□□□□□□□□□□□□□□□□□□——□□□

[17] □□□□□□□□(the greater New Organs area)□□□□□2005□□□□□□□□□□□□
□□□□□□□□□□□□——□□□

[18] Flagpole-sitting□□□□□□□□□□□□□□□□□□□□□□□□□□——□□□

[19] Rotary Clubs□□□□□□□□□□□□□□□□□□□□□□□□□•□□□1905□□□□□
——□□□

[20] kcreamsocials,□□□□□□□□□□□□□□□□□□——□□□

[21] Six Degree of Separation□□□□□□□□□□□□(Stanley Milgram)□1967□□□□
□□□□□□□□□□□□□□□□□□□“□□□□”□□□□□□□□□□□□□□□□□□□——□□□

[22] □□□□□□□□——□□□

[23] GNU□□□□□□□□□□□□□□□□——□□□

[24] GPL□□□□□□□□□□□□□□□□□•□□□□□□GNU□□□□——□□□

[25] □□□□□□□□□□□□□□□□□□□□——□□□

[26] □□□□□□□□□□□□□□□□□□□□□□□□——□□□

[27] □□□□□□□□□□□□□□□□□□□——□□□

[28] □□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□.□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□“□□□”□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□
□□□□□□□□□□□□——□□□

[29] □□□□□□□□□□□□□□□1997□3□10□□□2003□5□20□□□□□□——□□□

[30] □□□□□□1902—1932□□□□□□□□——□□□

[31] □□□□□□□□□(communal sharing)□□□□(authority ranking)□□□□(market pricing)□——□□□

[32] □□□□□□□□□□□□•□□□□(Pete Abrams)□□□□□□□□□□□□□□□□□□□□□
□□□□ww.siuggy.com□——□□□

[33] Internet troll□□□□□“□□□□”□□□□□“□□□□”□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□——□□□

[34] □□20□□60□□□□□□□□□□□□□□□□——□□□

[35] □□□□□□□□□□□□□□23□□□□□□□□□□□□□□□□Jericho□□□□□□□2006□9
□20□□2008□3□25□□CBS□□□□□□□□□□□□□□□□□□□□□□□CBS□□□□□□□□□□□□□□□□
CBS□□□□□□□□□□□□□□□——□□□

[36] □□□nuts□□□□□□□□□□——□□□

[37] □□□□□□□□□□□□□□□1872□□——□□□

[38] □□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□1902□1□□H.H.□□
(H.H.Windsor)□□——□□□

[39] [illegible]•[illegible]911[illegible]——[illegible]

□□